



Annual Report for FY 08-09

I am pleased to provide this annual update and summary of Library services. During fiscal year 2008-09 the Library continued to improve and enhance the range and quality of services for customers of all ages. Examples include: increasing the number and variety of programs for all ages, expanding and highlighting the use of electronic research databases, and adding new functions to the Library's catalog. However, the "big story" for this past year has been and continues to be the increase in usage and the many ways our Library has helped people during these challenging economic times. The Library is always important in the community; during hard economic times the Library becomes even more important – in fact, the Library becomes a lifeline for many people affected by the economic situation.

Some impressive numbers

Circulation – 1, 569,584 items (19% increase over previous year)

Visitors - 857,197 (22% increase)

Questions answered – 117,519 (22% increase)

Program attendance – 39,381 (8% increase)

Summer Reading Program signups - 3495 children/adults (17% increase)

Technology enhancements and service highlights

The Library continues to use technology of all varieties to make information and services available. Some of the latest examples include:

- More personalization of Library accounts for customers to track their reading history or keep lists of what they want to read
- Ecommerce makes it possible to pay fines and fees online 24/7 for customer convenience
- The Library has Facebook and Twitter accounts to offer more ways to communicate with the public

Public Services Highlights

The Library campaign "First Stop During Hard Times: Mountain View Public Library" was developed to assist customers who are challenged in different ways by the current economy – unemployment, financial losses, foreclosure, or other problems. The Library is offering more materials, programs and access to resources for customers. We see more people coming to the Library to fill out job applications or file unemployment forms, to borrow DVD's, to bring children to exceptional and free programs and activities, or just to have a comfortable, inviting and welcoming place to come to. The Library is the one unique institution that can offer so much to so many without restrictions to access or cost. The Library was the presenting organization for the 3rd annual Mountain View Reads Together. The book - *Three Cups of Tea* - provided rich themes for a variety of programs at the Library and in the community.

The Castro Pilot project providing mobile library service after school in the Castro neighborhood was a success with the number of registered borrowers and circulation of materials increasing throughout the year. Just as importantly, these new Library card holders feel like they belong and are coming to Library programs.

Behind the scenes work to make Library services better

Sometimes what the Library staff is doing is unseen or unknown, but these efforts help make the Library's services better and perhaps more seamless for the user. Some examples of projects that Library staff worked on this year include:

- a new collection development plan which will improve materials selection, access to materials, and ways to keep the Library collection current
- more staff training; as electronic resources change rapidly, the Library is ensuring that staff have the necessary current knowledge and skills
- ensuring that all of the new technology, including the self check out and automated return equipment and Internet computer reservation system are working optimally and meeting your needs
- improving ordering procedures and work processes to make new materials available faster

Customer Service and Communication

The Library offered an online survey in June to obtain customer feedback about the Library's services – including the new technology and other changes. Most of the people who completed the survey were very satisfied or satisfied with Library service. And while that makes us feel good, we want to continue to improve. We value your feedback – in person, by card or online - about what we are "doing right," as well as, suggestions for improvements. To the extent possible, we respond personally to suggestions and carefully consider customer requests. Frequently asked questions and general information responses are also now posted by the elevator to the 2nd floor. You may also check the Library's blog and web pages for information and updates. Or find us on Twitter and Facebook. The Library's web page is <http://library.mountainview.gov>.

Thank you for your support.

Karen E. Burnett
Library Services Director